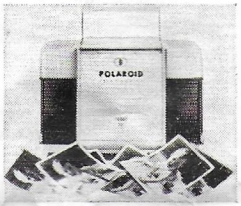
Please Read These Facts on CONTRAST CONTROL / NEW PRINT COPIER to Get Best Pictures (Type 42)

This new Type 42 Polaroid PolaPan roll is considerably different from the previous Type 42. It has the same sensitivity (uses same flash and exposure settings) but the pictures are considerably sharper and cover a much wider range of tones in the light and dark areas.

This extra sharpness and extended photographic range now make it possible to make extra copies of Polaroid Land pictures by re-photographing a picture using the *same* film from which the original was made. The new Polaroid Print Copier does this for you. It is described below.

CONTRAST CONTROL: With this new PolaPan 200, you can make pictures with whatever degree of contrast ("snap") you prefer. For close-up portraits, as example, you'll probably prefer a softer, more delicate tone rendition. Develop 45 seconds for this effect. For scenics or pictures where maximum brilliance or "snappiness" is desired, develop a full 2 minutes. When using the Print Copier, normally develop copies only 45 seconds. When film is cold (50° F. or below) double development time.

NEW POLAROID PRINT COPIER: To make extra copies of pictures made with this new PolaPan 200, just slip the original into the back of the Copier, drop camera into place, and click the shutter. Lights, copy lens, timer are all built-in. The copies are of excellent quality, practically indistinguishable from the original. Models to fit every Polaroid Land Camera.



EXPOSURE: The key to success in getting good pictures is correct exposure. Use the chart on the opposite page, or even better, use a Polaroid Exposure Meter for greater accuracy. Your dealer will be glad to show you one designed especially for your camera.

METER SETTINGS: For outdoor pictures set your Polaroid Exposure Meter to the 200 scale. With photoflood illumination, use the 100 scale. (With the older PR-22 meter, use scale "A" outdoors and scale "B" indoors.) Emulsion speed: 200 (ASA equivalent) outdoors and approximately 140 in artificial light.

EXPOSURE GUIDE: (If you do not own a meter.) Note: The larger red numbers are for cameras using the Exposure Value (EV) system (also known as Light Value or LVS). The smaller black numbers are for cameras using the original Polaroid Land Camera numbers (#1 to #8) found on models 95, 95A, 100 and 700.

SUN / SUBJECT	Bright	Hazy Soft Shadows	Cloudy No Shadow	Dull
AVERAGE: People, pets	16 or 15 *7 or 6*	14 *5*	13 *4*	12 *3*
BRIGHT: Beach, snow	17* *8**	16 or 15 *7 or 6*	14 *5*	13 *4*
DARK: Shady spots	14 *5*	13 *4*	12 *3*	11 *2*

*Use filter over lens if picture is too light.

To correct the exposure: If the picture is too light, use higher number. If too dark, use lower number. Always set exactly on a number, never between numbers.

FLASH: For regular flash shots with Polaroid Flash Guns, use the flash guide printed on back that corresponds with the shutter numbering system on your camera.

These guides are approximate. Exposure will vary noticeably with the coloring of walls, height of ceiling and color of the subject. If picture is too light, use a higher number, if too dark, a lower shutter number. If the picture is too light on the highest shutter number on your camera, use the diffuser that comes with current Polaroid Flash Guns, or a filter over the lens.

For pictures with a natural look (no harsh shadows or washed-out highlights) try "bounce flash". A Polaroid Bounce Flash Bracket to fit your camera is available through your local dealer. This inexpensive and easy-to-use accessory will greatly improve the quality of your flash pictures.

More Important Tips (continued)

EV SHUTTER SETTINGS — TYPE 42 ROLLS
For #5 or Press 25 flashbulbs only

Dist. (Feet)	3½	4	5	6	8	10	15	20
DIRECT FLASH	18*	18*	17	17	16	16	15	14
BOUNCE FLASH	←——14——→					13		12

*Or #16 with diffuser over shield.

The guide at left gives settings and distances for cameras with EV numbers (#10 and higher). Clip it out and slip it into your flash gun.

SHUTTER SETTINGS FOR TYPE 42 ROLLS
For #5 or Press 25 flashbulbs only

Dist. (Feet)	3½	4	5	6	8	10	15	20
DIRECT FLASH	9*	9*	8	8	7	7	6	5
BOUNCE FLASH	←——5——→					4		3

*Or #7 with diffuser over shield.

This flash guide gives settings and distances for cameras with original Polaroid Land Camera shutter numbers (#1 to #8).

CAUTION: Because of the sensitivity of Polaroid PolaPan 200, extra precaution should be taken to guard against stray light leaking into your camera through the tab slot. Pull the tab in shadow. Do NOT hold cutter bar up while pulling the tab. Let it "ride" on the tab as you pull it through.

TO MAKE PRINTS PERMANENT: You must coat each print with the Print Coater. Coat immediately after removing from camera, or as soon thereafter as possible. Before coating, remove curl by drawing face-up over table edge or over edge of camera, as shown. Then coat entire print with 6–8 firm, overlapping strokes, making sure coater "washes" print surface and covers all edges and corners. If coater seems dry for last 2 or 3 prints from roll, release extra liquid by pressing coater down hard on *tab* end of print before spreading over picture. Store prints only in albums with acetate sleeves or in special albums approved by Polaroid. Do not use pastes, glues, corner mounts or untested papers. Four-year tests show that these pictures last fully as well as conventional prints if coated and stored as directed.

"Polaroid" and "PolaPan" ®
F1998C POLAROID CORP., CAMBRIDGE 39, MASS. Printed in U.S.A.

(Tear off on this line)

HOW TO ORDER COPIES

NAME

STREET ADDRESS

CITY, ZONE AND STATE

1. Write on back edges of each print, along the margin, copy work desired. Use soft pencil or ink, write on hard surface. *Do not use ball point pens.*
2. Print name and complete address in the mailing label above and fill order blank below. Include name below, also.
3. Enclose *original* Polaroid Land pictures (not negative tabs) in folded film box (instructions on film box). Place in envelope with check or money order. Mail to:

POLAROID COPY SERVICE, BOX 311, CAMBRIDGE 39, MASS.
In Canada: Polaroid Copy Service, Box 249, Postal Terminal A, Toronto, Canada

I am Enclosing.....Originals Name.....

Qty.				
	Copies (3¼ x 4¼)	2 For 25¢	$	
	Black and White Enlargements 5 x 7	75¢ Each		
	Hand processed deluxe custom enlargements (8" x 10" with professional type mount).	$4.00 Each		
	Film Negatives	15¢ Each		
	Add 10¢ For Postage (applies to all orders)	10¢		10¢
	Additional for Air Mail Return (Applies only to Continental United States)	25¢		
	Total Amount Enclosed (check or money order) (If Currency Enclosed Use Registered Mail)		$	

Do not write in this block

Minimum order 50¢

Originals damaged or lost in handling by Polaroid Corporation will be replaced with picture rolls. Except for such replacement, copies are made without warranty or other liability of any kind.